

similar for '89

GUIDELINES

NATIONAL COIN WEEK 1988
APRIL 17-23

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| THEME | <ul style="list-style-type: none">. "Windows On the World" symbolizing the role of coin and currency design in reflecting a country's culture or society and thus the value of studying those items to gain further understanding and insight. |
| PURPOSE | <ul style="list-style-type: none">. To inform the general public about numismatics and the fun of collecting. |
| ACTIVITIES | <ul style="list-style-type: none">. Do an exhibit at your:<ul style="list-style-type: none">BankPublic LibrarySchoolMuseum. Hold a Coin Show. Have a Coin Clinic. Answer questions on coins a local radio or TV talk show. Write an article for the newspaper. Give a talk. Sign up new ANA members. Obtain a Proclamation from your Mayor, County Commissioner or Governor |
| REWARDS | <ul style="list-style-type: none">. Participation Medal for ANA members. Participation Certificate for other individuals and institutions. Satisfaction in sharing your joy of the hobby with others |



*last yr's but
same will be used for '89*

BASIC NUMISMATIC BOOKS

Numismatics is the study of coins, paper money, tokens, medals and other forms of exchange mediums. Some people even include credit cards and travelers' checks in this category. The following is a list of basic numismatic books which can help you get started in the hobby. Some are easily obtainable from your local coin dealer, book store or public library. Some are expensive and/or out of print but you can get all of them through the Inter-Library Loan department of your local library. The American Numismatic Association, 818 N. Cascade Ave., Colorado Springs, CO 80903 has a library containing these and many other numismatic publications. Books may be borrowed through the mail by members of the Association. For membership information, write to the above address.

Carson, R.A.G. Coins. New York: Harper, 1962.

Coin World Almanac. Sidney: Coin World, 1987.

Crosby, Sylvester. Early Coins of America. Lawrence: Quaterman, 1974.

Doty, Richard G. Money of the World. New York: Grosset & Dunlap, 1978.

Krause, Chester. Standard Catalog of United States Paper Money. Iola: Krause Publications, 1986.

Krause, Chester. Standard Catalog of World Coins. Iola: Krause Publications, 1987. (Published annually)

Newman, Eric P. Early Paper Money of America. Racine: Western, 1976.

Official A.N.A. Grading Standards For United States Coins. Colorado Springs: American Numismatic Association, 1987.

Pick, Albert. Standard Catalog of World Paper Money. Iola: Krause Publications, 1986.

Sear, David R. Greek Coins and Their Values. London: Seaby, 1978.

Sear, David R. Greek Imperial Coins and Their Values. London: Seaby, 1982.

Sear, David R. Roman Coins and Their Values. London: Seaby, 1981.

Taxay, Don. U.S. Mint and Coinage. New York, Sanford J. Durst,

Travers, Scott A. The Coin Collector's Survival Manual. New York: Arco, 1984.

Yeoman, R.S. A Guidebook of United States Coins. Racine: Western, 1988. (Published annually)

Last yr's - same for '89

NCW PUBLICITY GUIDELINES

Publicity is one of the keys to the success of your National Coin Week efforts. The following suggestions will help you deal with the media in ways which will insure the best possible coverage of your event.

1. Be accurate and precise. Remember, the basics of journalism who, what, when, where, and why should all be answered in the first paragraph. Then you can go on with the details of the story and if the editor cuts it down the basic information will still be there.
2. Contact newspapers, radio and TV early to tell them of upcoming events. Find out what their deadlines are so you can contact them closer to the time but not too late.
3. If you are doing an exhibit at a bank, library, etc. their PR person may be able to help with publicity.
4. Remember all news is relative. An unexpected event can focus the attention of the world and your story may not even be mentioned. Call attention to the national importance of NCW and the local organization. Be specific.
5. Be sure to list a contact person and phone number on all information you submit. This person should be someone who is around to answer the phone. Reporters will soon give up if no one answers when they call.
6. Give your information to all the media in your area. Don't play favorites.
7. Photographs for newspapers should be black-and-white. If you mark on the back of the photo, write on a hard surface using a soft pencil or permanent (non-smearing) felt tip marker.
8. Typed, double-spaced is best for information submitted to the media.
9. Finally, don't get discouraged, be persistent and always polite.
10. Try to mention a local coin club or contact where potential new collectors may get more information on coin collecting.

Good Luck!